Listing and Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

1-5. (cancelled)

6. (currently amended) A method for providing advertisements in an electronic program guide, comprising steps of:

receiving a plurality of advertisements;

storing said received advertisements;

enabling a user to access said electronic program guide;

determining whether a first type of advertisement exists in said stored advertisements, said first type of advertisement being ~~displayable~~ displayed only in response to user navigation within said electronic program guide;

enabling display of said first type of advertisement in response to detecting user navigation within said electronic program guide if said first type of advertisement exists in said stored advertisements; and

enabling display of a second type of advertisement only if said first type of advertisement does not exist in said stored advertisements, said second type of advertisement being ~~displayable~~ displayed independently of user navigation within said electronic program guide; and

~~enabling display of said first type of advertisement in response to detecting user navigation within said electronic program guide if said first type of advertisement exists in said stored advertisements.~~

7. (previously presented) The method of claim 6, wherein said first type of advertisement is stored in a first queue and said second type of advertisement is stored in a second queue.

8.   (previously presented) The method of claim 6, wherein said first type of advertisement includes pre-defined control data and said second type of advertisement does not include said pre-defined control data.

9.   (previously presented) The method of claim 6, wherein said first type of advertisement includes a descriptor indicating at least one of a specific channel and a specific program.

10.   (currently amended) A method for providing advertisements in an electronic program guide, comprising steps of:

receiving a plurality of advertisements from a signal source;

determining which, if any, of said received advertisements includes pre-defined control data;

storing each of said received advertisements based on said determination by storing said received advertisement as a first type of advertisement if said received advertisement includes said pre-defined control data and storing said received advertisement as a second type of advertisement if said received advertisement does not include said pre-defined control data;

enabling a user to access said electronic program guide;

determining whether said first type of advertisement exists in said stored advertisements, said first type of advertisement being ~~displayable~~ displayed only in response to user navigation within said electronic program guide;

enabling display of said first type of advertisement in response to detecting user navigation within said electronic program guide if said first type of advertisement exists in said stored advertisements; and

enabling display of said second type of advertisement only if said first type of advertisement does not exist in said stored advertisements, said second type of advertisement being ~~displayable~~ displayed independently of user navigation within said electronic program guide; and

~~enabling display of said first type of advertisement~~ ~~in response to detecting user~~
~~navigation within said electronic program guide if said first type of advertisement exists~~
~~in said stored advertisements~~.

11.   (previously presented) The method of claim 10, wherein said first type of advertisement is stored in a first queue and said second type of advertisement is stored in a second queue.

12.   (previously presented) The method of claim 10, wherein said pre-defined control data includes a control bit.

13.   (previously presented) The method of claim 10, wherein said first type of advertisement includes a descriptor indicating at least one of a specific channel and a specific program.

14.   (currently amended) The method of claim 6, wherein if said first type of advertisement is displayed, said first type of advertisement represents <u>an advertisement</u> <u>for</u> a program in said electronic program guide that is highlighted or about to be highlighted.

15.   (currently amended) The method of claim 10, wherein if said first type of advertisement is displayed, said first type of advertisement represents <u>an advertisement</u> <u>for</u> a program in said electronic program guide that is highlighted or about to be highlighted.

16.   (new) An apparatus capable of providing advertisements in an electronic program guide, said apparatus being operative to perform steps comprising:
    receiving a plurality of advertisements;
    storing said received advertisements;
    enabling a user to access said electronic program guide;

determining whether a first type of advertisement exists in said stored advertisements, said first type of advertisement being displayed only in response to user navigation within said electronic program guide;

enabling display of said first type of advertisement in response to detecting user navigation within said electronic program guide if said first type of advertisement exists in said stored advertisements; and

enabling display of a second type of advertisement only if said first type of advertisement does not exist in said stored advertisements, said second type of advertisement being displayed independently of user navigation within said electronic program guide.

17. (new) The apparatus of claim 16, wherein said first type of advertisement is stored in a first queue and said second type of advertisement is stored in a second queue.

18. (new) The apparatus of claim 16, wherein said first type of advertisement includes pre-defined control data and said second type of advertisement does not include said pre-defined control data.

19. (new) The apparatus of claim 16, wherein said first type of advertisement includes a descriptor indicating at least one of a specific channel and a specific program.

20. (new) The apparatus of claim 16, wherein if said first type of advertisement is displayed, said first type of advertisement represents an advertisement for a program in said electronic program guide that is highlighted or about to be highlighted.